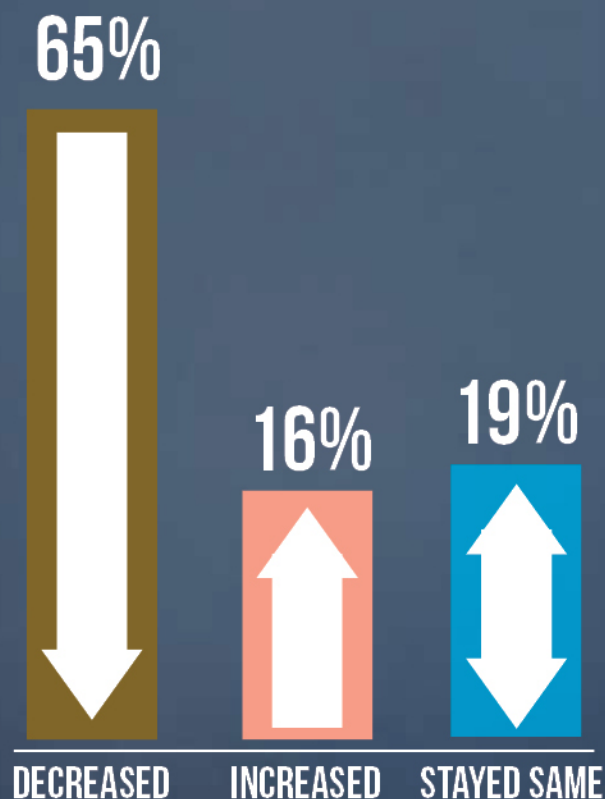


26 July, 2021

65% OF PAKISTANI BUSINESSES REPORT A DECLINE IN SALES AS COMPARED TO THE LAST YEAR FOR THE SAME MONTH: GALLUP & GILANI PAKISTAN

پاکستانی کاروباری افراد نے گزشتہ سال کی نسبت اس ماہ میں سیلز میں 65% کمی کی اطلاع دی

*Some people say their sales have decreased, increased or stayed same when they compare themselves now as opposed to 12 months ago.
How have your sales been?*





Opinion Poll Economy

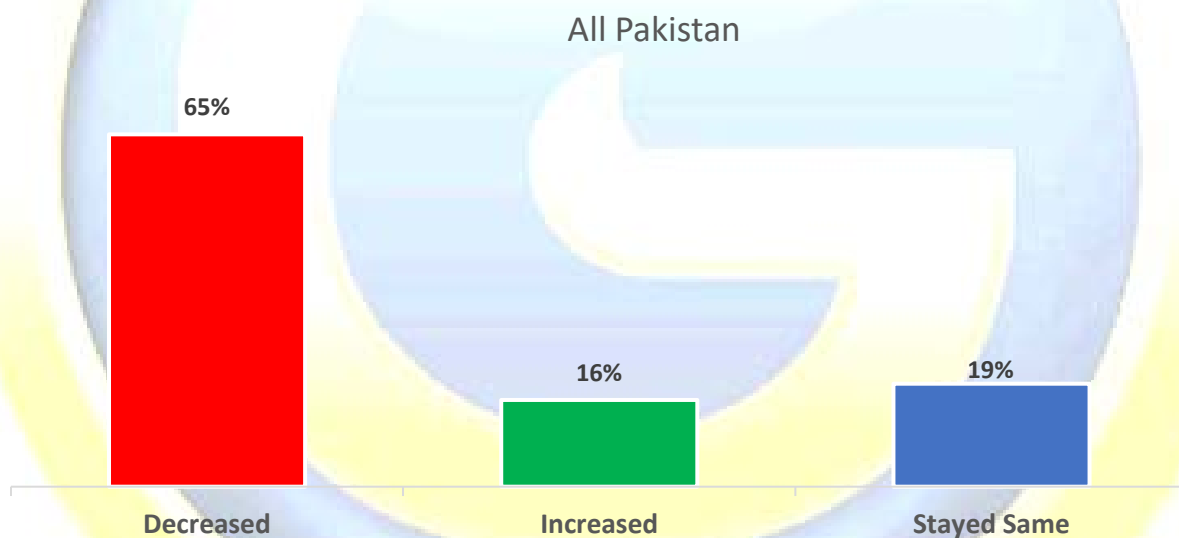
65 % of Pakistani businesses report a decline in sales as compared to the last year for the same month: Gallup & Gilani Pakistan

(Islamabad), July 26, 2021

According to a survey conducted by Gallup & Gilani Pakistan, 65% of Pakistani businesses report a decline in sales as compared to the last year for the same month while only 16% report an increase.

A nationally representative sample of adult men and women from across the four provinces was asked the following question, “*Some people say their sales have decreased, increased or stayed same when they compare themselves now as opposed to 12 months ago. How have your sales been?*” In response to this question, 65% reported a decline, 16% reported an increase while 19% reported that their sales had remained the same over the past year.

Question: “Some people say their sales have decreased, increased or stayed same when they compare themselves now as opposed to 12 months ago. How have your sales been?”

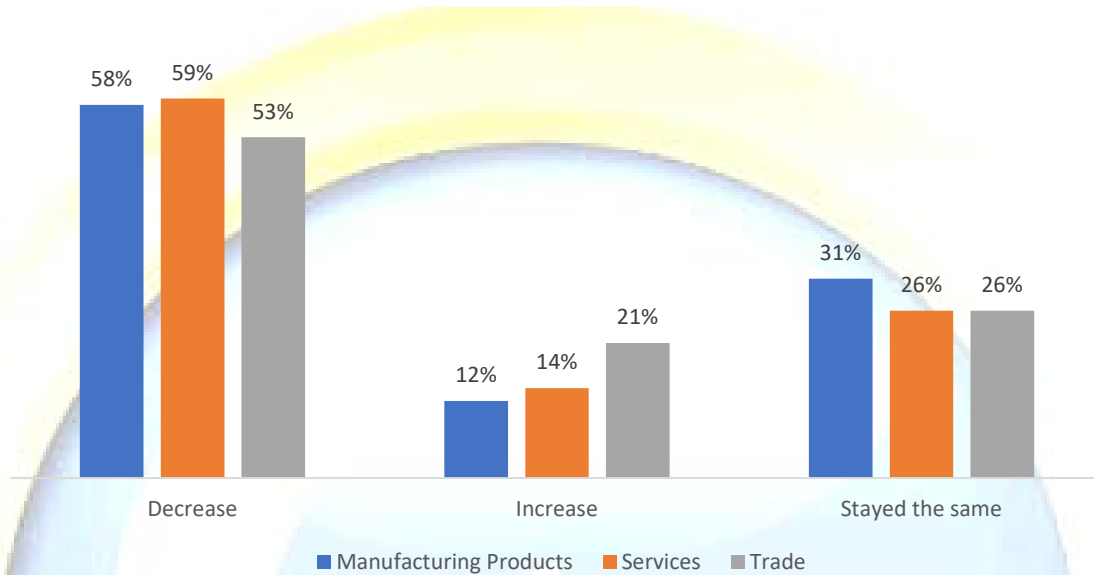


Source: Gallup & Gilani Pakistan
(www.gallup-international.com; www.gallup.com.pk, www.gilanifoundation.com)

Breakdown by Business Type: Trade businesses reported the highest increase in sales over the past year at 21%

Nearly 3 in 5 service businesses reported a decline in sales in the past year, closely followed by 58% of manufacturing businesses reporting a decline. The highest increase was reported by trade businesses at 21%. For nearly 1 in 3 manufacturing businesses (31%), the amount of sales remained the same.

Breakdown by Business Type



The study was released by Gilani Research Foundation and carried out by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The recent survey was carried out among a sample of 490 businesses in urban and rural areas of all four provinces of the country, during 4th June 2021 – 1st July 2021. The error margin is estimated to be approximately $\pm 2-3$ percent at the 95% confidence level. The methodology used for data collection was CATI.



Opinion Poll from Gallup Pakistan
The Pakistani Affiliate of Gallup International

Monday, July 26, 2021

(2 Pages, English version Only)



GILANI RESEARCH
FOUNDATION

Gilani Research Foundation is a not for profit public service project to provide social science research to students, academia, policy makers and concerned citizens in Pakistan and across the globe.

Gilani Research Foundation is headed by Dr. Ijaz Shafi Gilani who pioneered the field of opinion polling in Pakistan and established Gallup Pakistan in 1980. Currently Dr. Gilani, who holds a PhD from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

If you have any further questions regarding this poll, please feel free to contact us.

*Best Regards,
Gallup Pakistan*

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Daily Gilani Poll
2021



of Gallup Pakistan
(1980-2021)